

**LIVABLE**

**BASEMENT ROOMS**

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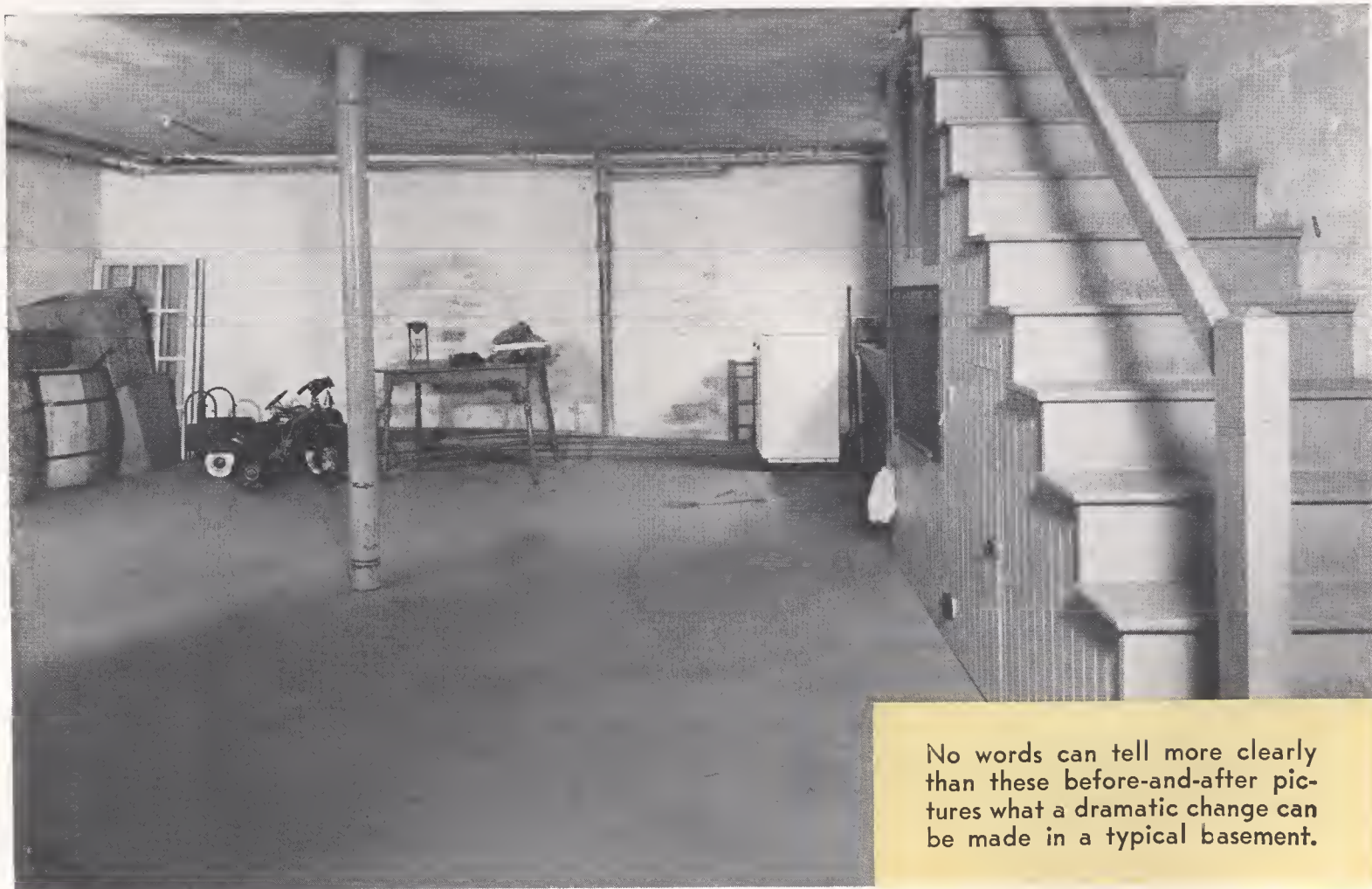
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## OW BASEMENT ROOMS CAN BE LIVABLE AND PRACTICAL

You can have a basement room today that is as comfortable and livable as any other room in your home. But this hasn't always been true. For years many home owners didn't improve their basements because they couldn't overcome the floor problem. Any concrete floor that's in direct contact with the ground is bound to be damp even though the surface seems dry because of rapid moisture evaporation. Moisture from the ground brings alkali out of the concrete to the floor surface. Until asphalt tile was developed, no flooring material could withstand these conditions. Armstrong's Asphalt Tile, which is moisture and alkali resistant, thus opens the way to full utilization of basement rooms.



Since Armstrong's Asphalt Tile is laid a block at a time, you can have an original floor design that exactly suits your basement. The tile you select from Armstrong's wide range of harmonious colorings can be laid in an unlimited number of patterns. So you can be sure of getting a basement floor that's distinctive in design as well as luxurious in appearance.



No words can tell more clearly than these before-and-after pictures what a dramatic change can be made in a typical basement.







## FIX UP THE BASEMENT AND IT BECOMES A REAL PART OF YOUR HOME

Most people think of a recreation room when they consider improving their basements, but that's by no means the limit of possibilities. Part of most every basement has to be used for regular household tasks, like washing and ironing or odd jobs of painting and carpentry. But in a basement that has been made cheerful and bright, this work becomes as pleasant as if it were being done in any other part of the house. And it's quite easy to fix up the basement and make it a really attractive part of your home—suited for both work and play. All you need is a practical decorative idea plus a little paint and a bright new floor of Armstrong's Asphalt Tile. You'll find the result is almost like adding a whole new floor of comfortable living space to your house.



THE HOME LAUNDRY at the right once looked like the basement shown above. A little planning and a few easy changes made it this beautiful, yet practical workroom. What woman wouldn't be proud of the result? The washing machine and electric-ironer, even the tubs, are the same as before. The trick is in convenient cupboards, counters, rolling storage bins, and a sparkling new floor of Armstrong's Asphalt Tile in a bright design of two marble colors.

Washing . . . ironing . . . mending . . . sewing . . . how much easier these household chores can be in a room like this that's designed for practical service and arranged for comfort, too.





● RIGHT—Yes, it's a basement. The feeling of luxury is brought about by the smart, horizontally paneled walls and formal arrangement of furniture.

● BELOW, LEFT—Old living room furniture made this basement a cozy lounge. Its bright floor and knotty pine walls make it ideal for a den.

● BELOW, RIGHT—A refreshment bar is sure to be a center of interest. In all of the basement rooms shown on this page, Armstrong's Asphalt Tile has made the floors gayly colorful.



**T**HERE'S a certain care-free atmosphere that surrounds a basement recreation room or living room. When you have a party in a room like this, guests immediately catch the festive spirit. And you'll enjoy entertaining more because there's less than half the straightening up to do after the party is over.

Imagine your own basement done over like the room on the opposite page. Right away it suggests an inexpensive treatment. Its delightful ranch room effect can be created with little effort and expense. Walls, tinted an off-white with calcimine paint, are accented by the bright draperies at the windows and by the cowhide covered furniture. Indian decorations, including a totem pole fitted around the post, add to the Western atmosphere. And the colorful pattern for the floor of Armstrong's Asphalt Tile is copied from a Navajo blanket.











IF MUSIC is a family interest, look at these two pictures! That awkward space under the stairs is a convenient place to store odd records. The inevitable post is now a hidden support for the novel display of record albums. And what a wonderful idea it is to have a generous counter top for sorting and selecting your records. When you want refreshments, just wheel in the mobile canteen that any carpenter or family handyman can build for you at little expense.

You'd never believe that the picture above and the one on the opposite page show the same room, would you? But they do—and you can easily work the same wonders in your own home.



## BASEMENT CAN BECOME A GRAND PLACE TO HOUSE A HOBBY

Lots of people think of their hobbies first of all when they're fixing up their basements. And wise they are, for mighty few houses have room upstairs for the gadgets and the elbowroom that most hobbies require.

No matter what the hobby is—woodworking, model trains or model planes—the basement is a fine place for a workshop. And you'll find no better place to ride your hobby if you're interested in photography, painting, sculpturing, collecting, woodcarving, or any one of the many interesting leisure-time activities. With careful planning, it's possible to have a special section of the basement for the hobby of everyone in the family. It will be a neat and easy-to-keep-clean work center, too, if you install a new floor of Armstrong's Asphalt Tile.









HERE'S a way to make the basement serve as a home workshop — and still have it clean and orderly. A room like this will accommodate the laundry appliances and the hobbies of the family as well.

A well-planned workbench provides for an orderly arrangement of tools, hardware, and lumber supplies. Along the opposite wall, screens, awnings, and canned goods can be put away in convenient storage cabinets. And the laundry section can be closed off and hidden when not in use.

But the part that makes the rest of this basement really practical is the floor of Armstrong's Asphalt Tile. It's not only bright and colorful but also easy to clean. Dust and dirt can be quickly swept up from its lustrous surface. All the care this modern floor requires to keep it looking new for years is an occasional washing and waxing.



● ABOVE, LEFT—Fine furniture doesn't look a bit out of place in this smartly finished basement. See how the sombreros brighten the walls.

● ABOVE, RIGHT—Here's a rustic log-cabin treatment built into a basement. Smart for a hobby room or any kind of recreational activity.

● LEFT—Floors of asphalt tile enter right into the fun because they can be designed to include insets for shuffleboard, and many other games.

## SMALL BASEMENTS HAVE BIG POSSIBILITIES

Here's one way of getting the most out of limited basement space. See how the snack bar has been built into an out-of-the-way corner. It didn't require an inch of extra space, but it's the most interesting part of the basement. Card tables are hidden away in recessed slots in the column. And the radio, too, is tucked into a wall niche. Ready for a "jam session," stand the Tom Thumb piano and snare drum. Or a home-talent movie can get under way in a minute by opening the curtain on the permanently mounted silver screen. Even the original asphalt tile inset in the floor suggests a bright evening of fun.





## EVERYBODY CAN HELP DECORATE THE ROOM

Every member of the family can help to plan the new basement. That's a good way to make it a room everyone will enjoy. This room can easily become a family project. Cinder block walls are easy to tint with calcimine paint whether they've been plastered or not. And if someone in the family has artistic talent, interesting and decorative murals like these can be painted on in a hurry. The possessions of different members, too, can be used in the room. If dad has a slide projector for his colored photos and son a ping-pong table, the logical place for them is in the basement where they can be enjoyed by all.

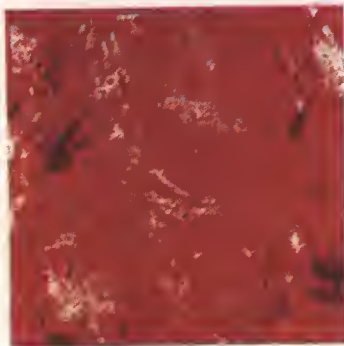


## ASPHALT TILE COLORS ARE BRIGHT AND BEAUTIFUL

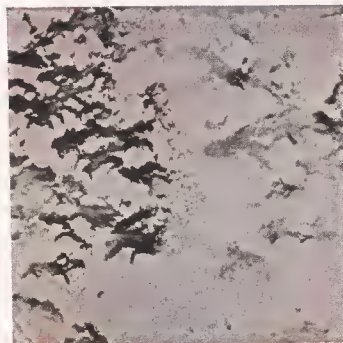
Here are just a few of the many beautiful colorings of Armstrong's Asphalt Tile. If the color you want isn't in this group, your flooring contractor will be glad to show you the complete line of patterns.

The artistic marbleizing in these patterns will give life and sparkle to your floor. And the colors can't wear off or grow dim because they go clear through to the back of the tile.

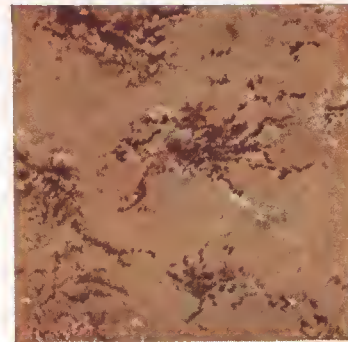
But best of all is the large number of original and distinctive designs which can be created with the harmonious colors of Armstrong's Asphalt Tile. You're sure to get a floor to set off your decorative scheme.



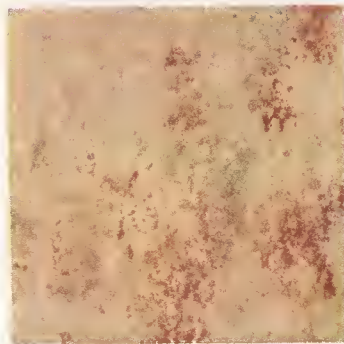
**No. C-324 CINNABAR**  
Scale: 4" = 1'0"



**No. D-300 IVORY**  
Scale: 4" = 1'0"



**No. C-325 TAN**  
Scale: 4" = 1'0"



**No. D-342 TENNESSEE**  
Scale: 4" = 1'0"



**No. C-315 SEA GREEN**  
Scale: 4" = 1'0"



**No. B-350 CORDOVAN**  
Scale: 4" = 1'0"



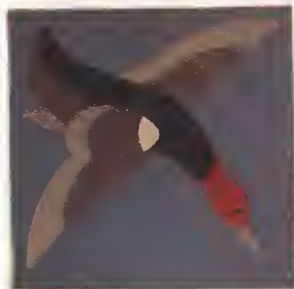
## OW YOUR FLOORING CONTRACTOR CAN HELP YOU

When you're ready to select the tile for your basement room, go to a flooring contractor in your community who is authorized to handle Armstrong's Asphalt Tile. He will be glad to show you actual samples of tile and help you pick colors that are suited to your room.

You'll find, too, that his wide experience is of great assistance in working out original and distinctive floor designs. He knows how to create designs that make small rooms look larger or narrow

rooms seem wider. Ask to see the attractive, ready-cut insets—like those shown below—that add so much interest to a floor. Your contractor will also give you a complete estimate of the cost of the floor—an estimate that will probably be less than you thought possible.

But most important, you can be sure that the Armstrong contractor and his crew of skilled mechanics will install the tile by approved methods so it will give you satisfactory service for years.





## What You Should Know About INSTALLATION



## What You Should Know About FLOOR CARE

The first thing your flooring contractor will do is make sure the concrete subfloor in your basement is sound and reasonably smooth. He knows that any resilient type of flooring, such as Armstrong's Asphalt Tile, conforms to any irregularities in the subfloor. Therefore he is careful to smooth out the rough spots before proceeding with the job.

When the subfloor is clean, smooth, swept dust-free, and dry, the next step is to apply Armstrong's Asphalt Primer. This special material penetrates the pores of the concrete and permits the cement to adhere firmly to the concrete subfloor.

After the primer has dried properly, Armstrong's Asphalt Cement is troweled thinly over one section of the floor at a time. The tiles are then laid in place individually, in whatever design and color scheme have been selected. The floor is ready for use immediately after the tile is laid.

It's easy to keep your Armstrong's Asphalt Tile Floor looking new by following these simple rules:

1. Don't wash your floor for two weeks after installation so that the tile can set up firmly in the cement. Sweep it or use a damp mop if necessary.
2. Thereafter, wash the floor when needed. Use Armstrong's Cleaning Powder in warm water according to directions. Rinse the floor thoroughly with clear water after each washing.
3. When dry, apply Armstrong's Linogloss Wax according to directions on the container. No buffing is needed. It's better to apply single coats at intervals rather than two or more coats at one time. This avoids building up a thick wax coating that may in time make the colors seem dim.
4. Protect the new floor from indentation by placing furniture rests of sufficient size under all furniture legs and casters.



# ARMSTRONG'S ASPHALT TILE

*The low-cost floor*  *with the luxury look*

MADE BY THE MAKER OF  
ARMSTRONG'S LINOLEUM AND ARMSTRONG'S QUAKER RUGS

***The new floor that makes  
basement rooms practical***